

ABSTRACT OF THE DISCLOSURE

A projection type display device comprises a polarization splitting/color separating optical system for polarization-splitting and color-separating beam from an illumination optical system, reflection type light valves, each taking a rectangular shape, for modulating the beam from the polarization splitting/color separating optical system in accordance with an image signal and letting the modulated beams exit, a color synthesizing optical system for color-synthesizing the beams from the reflection type light valves, a light analyzing optical system for analyzing the beam from the color synthesizing optical system, and a projection optical system for projecting on a predetermined surface an image based on the image signal generated in the reflection type light valves. When the image signal indicates black, the color synthesizing optical system and each light valve are positioned so that coordinates in CIE1976UCS chromaticity diagram that show a color of a predetermined point in the vicinity of an apex but inside of the apex of a rectangular display area on the predetermined surface, fall within a distance equal to or less than 0.09 from coordinates in the chromaticity diagram that show a color at the center of the light valve.